Saskatchewan Centennial 2005

100 YEARS OF HEART

2005-2006 PROVINCIAL BUDGET
PERFORMANCE PLAN

SASKATCHEWAN CULTURE, YOUTH AND RECREATION

105-05076/

Minister's Message

It is my pleasure to present the performance plan for the Department of Culture, Youth and Recreation for 2005-06 and beyond.

This plan reflects the strategic repositioning undertaken by the Department this past year, resulting in increased policy development, research and strategic communications. The Department is focusing on increasing participation of First Nations and Métis people in sport, recreation and culture; making sure Saskatchewan is a place where all people choose to live and work; and ensuring that the Government is engaging youth in meaningful dialogue.

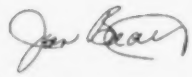
This year, we are celebrating Saskatchewan's centennial, an opportunity to showcase our province – our people – our collective pride. Thousands of events will happen throughout 2005, with many homecoming celebrations occurring during the summer months.

The Province will be hosting major events throughout the year to showcase how vibrant arts, culture and sports are in Saskatchewan communities. Some of these events include the National Aboriginal Achievement Awards and the 2005 Jeux du Canada Summer Games. More than 4,500 athletes, coaches and officials from across Canada will compete in what will be the largest sporting event ever held in the Province. Team Saskatchewan, which is made up of our Province's best young athletes, coaches and managers, will be cheered on by thousands of family and friends as they compete.

We are committed to Saskatchewan being a province of opportunity for youth now and in the future. We will continue working with them, helping them develop skills and gain career relevant experience through our student employment programs. We place a high priority on working with youth leaders and creating a greater role for the Provincial Youth Advisory Committee, who will be developing guidelines for the new Centennial Legacy Trust Fund in support of youth.

Sport, culture and recreation contribute to the well-being of people and to the economic and social viability of all communities in Saskatchewan. The Department is continuing to build its capacity to more strategically steward the Government's $60 million annual investment in sport, culture and recreation. We will continue to focus attention on ensuring that programs are accessible and meaningful in all parts of the Province, including the North.

The following performance plan contains more details on our Department's vision, goals, and objectives. As Minister of Culture, Youth and Recreation, I will continue to work towards completing the key actions presented in this performance plan and will report on the actual progress made in the Department's 2005-06 Annual Report which will be released in July 2006.



Joan Beatty
Minister of Culture, Youth and Recreation

Who We Are

Saskatchewan Culture, Youth and Recreation was established in February 2001 to support and enhance the culture, youth and recreation sectors in our Province, and emphasize the importance of these sectors to Saskatchewan's quality of life and its future. Culture, Youth and Recreation has 87.5 Full-Time Equivalent positions. The Department's head office is in Regina with satellite offices in Melfort and La Ronge.

The mandate of the Department of Culture, Youth and Recreation is to support and celebrate Saskatchewan as a great place to live and work. The Department is dedicated to ensuring that Saskatchewan people, especially our young people, reach their fullest potential. By working collaboratively with diverse groups and communities, the Department enhances the Province's cultural, artistic, recreational and social life. It also recognizes accomplishment and promotes excellence in the arts, culture, heritage and sport.

WORKING WITH THE SPORT AND RECREATION SECTORS

The Department works to ensure Saskatchewan people have access to sport and recreation programs that will help keep them physically active and socially engaged. This requires ongoing collaboration with key community partners, organizations and individuals at local, provincial, regional and national levels. Department sport and recreation work is evolving away from direct provision of services to its constituent groups and toward a base of stronger public policy that will guide its direction and that of its many sector partners.

The Department participates in the sport and physical activity federal-provincial-territorial mechanism. Through this national forum, Saskatchewan influences solutions to common sport and recreation issues and provides linkages for local delivery partners with other jurisdictions. The Canadian Sport Policy is an example of the work derived through this collaborative mechanism.

Because of a significant investment by the Department, the 2005 Canada Summer Games will be held in Regina and Moose Jaw August 6 - 20. The Department supports the 2005 Canada Summer Games through a third party grant and consultative support to the Canada Games Host Society. The Department will also deliver the 2006 Saskatchewan Winter Games through a local host society and consultative support.

WORKING WITH THE CULTURE AND HERITAGE SECTORS

The Department's role in the culture and heritage sectors is largely one of policy, planning and stewardship. The Government of Saskatchewan is considered a leader in Canada for its innovative mechanisms to support the cultural sector, which exist at arm's length from government.

The Saskatchewan Arts Board and the Saskatchewan Heritage Foundation are established by statute and provide financial support to arts and heritage respectively. They are accountable to the legislature through the Minister of Culture, Youth and Recreation. The Saskatchewan Arts Board is funded through an appropriation from the General Revenue Fund and the Saskatchewan Heritage Foundation is funded under agreement with the Saskatchewan Lotteries Trust Fund.

The Department delivers a number of other programs including the Film Employment Tax Credit program and the Cultural Industries Development Fund. As well, the Department provides funding to several heritage institutions.

FOCUSING ON SASKATCHEWAN'S YOUTH

The Department is committed to Saskatchewan being a province of opportunity for youth.

The Department is engaging youth in decision-making through initiatives such as the Provincial Youth Advisory Committee and Leaders of Tomorrow. As a result, youth are not only building their leadership skills, but also making a great contribution to the success of our government programs and Crown Boards.

Other key department initiatives, such as the Centennial Student Employment Program and the Green Team, develop youth experience and skills through employment programs covering many sectors including the environmental sector, community based organizations, post-secondary institutions, and executive government.

STEWARDSHIP OF THE LOTTERY SYSTEM AND THE COMMUNITY INITIATIVES FUND

The Province has recognized the value of sport, culture and recreation for many years. In the 1970s, the Government took the unprecedented step of developing public policy that ensured long-term funding through lottery profits to support sport, recreation and cultural activities. Today, a network of more than 12,000 community organizations receives funding from Saskatchewan's lottery system. In turn, these non-profit groups assume responsibility for a wide range of community development initiatives, as well as, providing leadership opportunities to individuals. They also identify, develop and deliver a comprehensive array of sport, recreational and cultural programming.

Funds are distributed through the Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation and the Community Initiatives Fund (CIF). As steward of these programs, Saskatchewan Culture, Youth and Recreation works with the three global funders for sport, culture and recreation (SaskSport, Sask Culture and the Saskatchewan Parks and Recreation Association) and with the Board of Trustees for the Community Initiatives Fund. Our goal is to ensure that the money distributed to organizations is responsive to the needs of Saskatchewan communities, supports sustainable systems and is accountable to the public.

The Community Initiatives Fund is established by *The Saskatchewan Gaming Corporation Act, 1994*. Under that statute, the management and operation of the Fund is the responsibility of a Board of Trustees appointed by the Lieutenant Governor in Council. The Department's role is to ensure compliance with the statute and to ensure accountable and effective use of public funds. In practice, the Department also provides routine advice to the Board of Trustees on legal and policy matters and helps to promote access by citizens to the Fund. Individual grant decisions are made at arms-length from the Department.

The lotteries system is governed by *The Interprovincial Lotteries Act, 1984*. Under that statute, the Department of Culture, Youth and Recreation has issued a licence to SaskSport to conduct and manage lotteries on behalf of Saskatchewan. The Department is responsible for determining who is eligible to receive funds from the proceeds and for ensuring that there are audited statements of how those funds were used. In Saskatchewan, the proceeds from the lottery system have been used to fund the sport, culture and recreation across the Province.

Plan at a Glance

The 2005-06 plan continues the strategic focus outlined in the Department's 2004-05 plan and will continue to evolve as the strategic planning, performance management and public reporting processes mature and stakeholder feedback is incorporated. The plan has been updated to better describe the Department's goals and objectives, but does not represent a significant change in the Department's strategic direction. Key actions have been developed for the 2005-06 fiscal year which will help ensure our objectives are met. Our stated performance measures have also been further developed and will need to be better defined over this coming year.

The Department will report on actual compared to planned progress at year-end, in our 2005-06 Annual Report to be released in July 2006.

OUR VISION

All Saskatchewan people have full and vibrant lives where they are socially and culturally engaged, physically active and proud of their identity. Saskatchewan is known as a place of great opportunity for young people. All youth in Saskatchewan fully participate in the social, cultural and economic life of the Province.

This new vision is more inclusive than our previous one, better reflects the Department's role and provides a greater focus on the key areas of youth, quality of life, opportunities for communities and First Nations and Métis participation.

GOAL 1

Saskatchewan is an attractive place to live and build a future

OBJECTIVE 1 - *Youth obtain quality jobs or initiate businesses or cooperatives of their own*

Performance Measures:

- Under development

OBJECTIVE 2 - *Sport, culture, recreation and volunteer opportunities are appealing and accessible*

Performance Measures:

- Under development

OBJECTIVE 3 - *Sport, culture and recreation are increasingly significant contributors to the growth of the Saskatchewan economy*

Performance Measures:

- Film production volumes
- Estimated film industry employment

OBJECTIVE 4 - *The identity of Saskatchewan people is informed by their knowledge of and pride in the Province's history, geography, diversity and people*

Performance Measures:

- The percentage of Saskatchewan residents who are aware the Province celebrates its centennial in 2005
- The percentage of Saskatchewan residents who intend to participate in centennial related activities
- The percentage of Saskatchewan residents who believe the centennial is helping to build pride in the Province
- The percentage of Saskatchewan residents who feel positive about the Province and its future
- The number of heritage properties added annually to the provincial inventory and/or formally designated (includes archaeological and palaeontological sites, as well as structures and buildings designated as municipal and provincial heritage properties)

GOAL 2

Saskatchewan people have the habits and skills needed for life success

OBJECTIVE 1 - *Youth have early leadership and work experience opportunities*

Performance Measure:

- The percentage of students employed through the Centennial Student Employment Program who rate the relevance of their job to their field of studies or future career goals as seven or higher, out of 10

OBJECTIVE 2 - *First Nations and Métis children and youth participate fully in sport, culture and recreation activities*

Performance Measures:

- Under development

OBJECTIVE 3 - *Saskatchewan people understand the value of physical activity and receive mental and physical health benefits acquired through regular participation*

Performance Measure:

- Percentage of Saskatchewan people who are physically active

GOAL 3

Programs and infrastructure are sustainable, accountable and responsive to public needs

OBJECTIVE 1 - *Sport, culture and recreation infrastructure is sustainable*

Performance Measures:

- Under development

2005-06 Financial Overview

In 2005-06, department spending in the areas of culture, youth, recreation and heritage will be $57.206 million. Approximately two-thirds of the Department's budget is granted to third parties. The Department has a total of 87.5 Full-Time Equivalent positions as a staff complement.

The breakdown of department spending is shown below:

2005-06 ESTIMATES	*(in thousands of dollars)*
Central Management and Services	$6,851
Culture	25,049
Recreation	780
Policy and Youth	3,275
Community Initiatives Fund	5,800
Heritage	10,294
Saskatchewan Communications Network	5,137
Total Appropriation	$57,186
Capital Acquisitions	0
Amortization	20
Total Expense	$57,206
FTE Staff Complement	87.5
REVENUES	
Licences and Permits	$13,025
Transfers from Other Governments	840
Licences and Permits	$13,865

The following significant changes in funding have occurred since last fiscal year:

- Increased funding of $8.28 million to promote Saskatchewan's centennial in 2005 by encouraging communities, organizations and government itself to be engaged in the year-long celebrations.
- Our commitment to the Saskatchewan Arts Board rises to $5.28 million, which includes the final increase of $500,000 as part of our commitment announced three years ago to increase the Saskatchewan Arts Board's base funding by $1.5 million.
- A one-time contribution of $405,000 is being provided to strengthen the Western Development Museum.
- An additional $4.7 million is provided for the Film Employment Tax Credit Program to reflect costs resulting from increased film production in the Province.

Trends and Issues

A number of key trends and issues continue to inform the Department's strategic thinking and approach.

Forty-four per cent of the population in Saskatchewan is either under age 20 or aged 65 and older. Our working population is the oldest in Canada with the greatest proportion being 55 and older (*Labour Market Trends Report: 2004 update*, Sask Trends Monitor). If this trend continues, great strain will be placed on wage earners who will constitute a diminishing segment of the overall population.

The Department's strategy over the next few years is a response to the need to ensure a growing and successful Saskatchewan economy with high levels of participation by all working age Saskatchewan residents. The key elements of the plan are:

- Ensuring that First Nations and Métis youth develop the core skills necessary for job attachment;
- Ensuring that Saskatchewan has an attractive quality of life, which is a core factor in determining where businesses locate and where talented youth choose to live; and,
- Contributing directly to the economic growth of the Province through the rapid development of new economic opportunities.

First Nations and Métis leaders and other stakeholders have expressed concern about low participation of First Nations and Métis people and organizations in lottery-funded sport, culture and recreation activities. As the lottery system should provide development opportunities for all Saskatchewan people, it will be important for the Department to generate a more detailed understanding of this issue.

According to the Canada West Foundation's 2004 *Looking West Survey*, Saskatchewan people are not as positive about the future as their counterparts in other parts of Western Canada. In fact, 66 per cent of Saskatchewan people do not believe the Province will be better off in five years. This is 10 per cent better than 2001, but is still the lowest level of optimism in Western Canada.

Saskatchewan's centennial provides a once-in-a-lifetime opportunity to continue to build a positive attitude about ourselves and our future. It will be important to fully leverage this unprecedented opportunity to celebrate the achievements of the Province – its history and its people.

In 2000, Saskatchewan had the highest volunteer rate in Canada at 42 per cent; however, consistent with the national trend in volunteer participation, that rate was five per cent lower than the rate in 1997. While no formal data has been collected on the volunteer participation rate since 2000, our stakeholders report that volunteer numbers continue to decline. Nationally the sport, culture and recreation sector accounted for the largest proportion of volunteers with

27 per cent of all volunteer hours targeted to these activities (*National Survey of Giving, Volunteering and Participating*, 2000, Canadian Centre for Philanthropy).

Saskatchewan residents, consistent with other parts of the country, are not physically active enough to achieve health benefits. In 2003 the provincial *in motion Physical Activity Baseline Survey* found that 48 per cent of Saskatchewan adults and 32 per cent of youth age 13 to 19 years were active (52 per cent of adults and 68 per cent of youth were not active enough for optimal health benefits). The follow-up survey will be in the field in March 2005 and results will be available at the end of April 2006.

The provincial *in motion* physical activity promotion strategy is focusing on finding champions, increasing understanding and promoting behaviour changes in our communities to increase the level of physical activity of Saskatchewan by 10 per cent by 2005.

The following information obtained through a fall *2004 Youth Quality of Life Survey* indicates Saskatchewan's youth are not as engaged as they could be and do not always see the Province as a place to build their future:

- Youth are unoptimistic about their ability to influence decision-makers. When asked if government leaders would listen to their opinion, over half of Saskatchewan youth felt they would not.
- Nearly half of Saskatchewan youth believe their career goals could be better achieved if they moved away from the Province. Only 41 per cent believe they can create their own growth opportunities in Saskatchewan. At the same time, over three quarters affirm they would never leave Saskatchewan if all their career objectives could be met in the Province.

The Department works to address these issues by engaging our youth in decision-making and problem solving, ensuring youth have access to quality employment, and working across government to maintain and build on Saskatchewan's exceptional quality of life.

Changes from 2004-05 Performance Plan

The 2005-06 Performance Plan has been restructured from last year with reworded goals and objectives and a new vision statement to provide a greater focus on the key areas of youth, quality of life, opportunities for communities and First Nations and Métis participation. While the goals and objectives have been changed, the strategic direction and the key outcomes remain consistent with the 2004-05 plan.

The goals and objectives have been reworded and reorganized to more clearly emphasize quality employment and entrepreneurship, accessible opportunities, economic benefits of cultural industries, knowledge and pride of Saskatchewan, life success, accountability and responsiveness, sustainable infrastructure and early experiences to build leadership.

The following new performance measures have been developed:

- Film production volumes
- Estimated film industry employment
- The percentage of Saskatchewan residents who are aware the Province celebrates its centennial in 2005
- The percentage of Saskatchewan residents who intend to participate in centennial related activities
- The percentage of Saskatchewan residents who believe the centennial is helping to build pride in the Province
- The percentage of Saskatchewan residents who feel positive about the Province and its future

Goals, Objectives, Actions and Measures

This section contains the detailed 2005-06 Performance Plan. Under each goal, a number of objectives that support progress toward the broader goal statement have been established. For each objective, a set of key actions that will be completed in 2005-06 has been identified. They are the means for making progress on the objectives. In addition, the Department continues to work on identifying performance measures for each objective.

A number of external factors impact the Department's key program costs and performance results; some key cost drivers and financial assumptions that will impact the 2005-06 plan are outlined below:

- Film Employment Tax Credit (FETC) program costs are driven by the total value of Saskatchewan labour on eligible film projects. For 2005-06, the Department has assumed that film production volumes will be similar to 2004-05.
- Community Initiatives Fund (CIF) costs are determined by casino profits. The CIF receives a portion of Regina and Moose Jaw casino profits and distributes this funding to regional exhibition associations, hospital foundations in Regina and Saskatoon, problem gambling prevention and treatment programs, and to non-profit community groups providing programs and services for vulnerable children, youth and families. In 2002, the program was expanded to include new centennial legacy initiatives to address physical activity, First Nations and Métis participation in sport, culture and recreation, and grants for facilities and other community centennial projects. The 2005-06 budget assumes casino profits will be similar to 2004-05.
- The Centennial Student Employment Program (CSEP) subsidizes employers offering career-relevant jobs for students. The Program provides a subsidy of 75 per cent of wage and benefit costs up to maximums of $3,500 and $2,000 for full-time and part-time jobs respectively. The 2005-06 budget of $2.22 million will provide over 700 students with career-relevant jobs.

GOAL 1

Saskatchewan is an attractive place to live and build a future

***OBJECTIVE 1** - Youth obtain quality jobs or initiate businesses or co-operatives of their own*

Ensuring young people realize their potential in Saskatchewan is critical to the success of our Province. Young people express a strong desire to remain in the Province, but do not see the opportunity to build a successful career in Saskatchewan. The result is a net out-migration of youth. Linking youth to quality employment, or helping them create their own opportunities, is essential to making Saskatchewan an attractive place to live and build a future.

The Department of Culture, Youth and Recreation has undertaken research in the past year to identify youth perceptions and experiences in trying to build lives and careers in Saskatchewan. The objective responds to one of the highest priority issues we found. In the coming year, work will continue to identify a measure over which government has a reasonable level of influence.

Key Actions for 2005-06

- The Centennial Student Employment Program will provide over 700 students with career-relevant employment in government, community-based organizations and the post-secondary sector.
- The Green Team will provide over 100 students with career-relevant employment in the environmental sector.

What are we measuring?

Under development

Where are we starting from?

Under development

OBJECTIVE 2 *- Sport, culture, recreation and volunteer opportunities are appealing and accessible*

Sport, culture and recreation improves health, educational, social and economic success for all participants. The sport, culture and recreation system funded through the Saskatchewan Lotteries Trust Fund, has a long history of success in building participation in these areas. Any evening of the week, there are children, youth and adults participating in sport, culture and recreation activities which have been organized through the lottery system in communities all over Saskatchewan. Moreover, most of these activities are organized by volunteers – a major contributor to the fact that Saskatchewan has the highest rate of volunteer participation in Canada.

Despite these successes, data obtained through the 2003 *in motion* baseline survey found that 52 per cent of adults and 68 per cent of youth were not active enough for optimal health benefits. The lottery delivery system, which is dependent on volunteers, is experiencing more difficulty recruiting people to perform planning and co-ordination roles at the community level. Saskatchewan's volunteer participation rate in 2000 was 42 per cent demonstrating a significant decline from the 1997 rate of 47 per cent.

In stating that opportunities should be appealing and accessible, the Department is focusing on the critical elements that determine participation. While program appeal and accessibility can be measured separately, our focus is on developing an effective mechanism for measuring participation given that is ultimately the best indicator of both appeal and accessibility.

Key Actions for 2005-06

- The Department will complete a report on the participation of First Nations and Métis children and youth in lottery-funded sport, culture and recreation, including identification of practical options to increase that participation. Key issues in discussion will be the appeal and access of the system to First Nations and Métis people.
- Through the Department's investment in the 2005 Canada Summer Games, August 6 – 20 in Regina, the Host Society will make possible 5,000 volunteer opportunities for volunteers in and around Regina. Two hundred and twenty volunteer sporting officials and 200 volunteer medical officials will also be engaged for the successful implementation of these Games.
- The City of Melfort will play host to the 2006 Saskatchewan Winter Games in February. Through the Department's ongoing support of the Saskatchewan Games, volunteer opportunities are created and community engagement is fostered. The Melfort Games alone will require the full support of the volunteer community involving over 1,500 volunteers.
- The Premier's Voluntary Sector Initiative will identify best practices for voluntary organizations in Saskatchewan.

What are we measuring?

Under development

Where are we starting from?

Under development

OBJECTIVE 3 - *Sport, culture and recreation are increasingly significant contributors to the growth of the Saskatchewan economy*

Saskatchewan has vibrant sport, culture and recreation sectors. Government's actions are geared toward helping to ensure this sector's sustainability over the long-term. This will be accomplished through innovation, collaboration and exposure to increasing numbers of residents and visitors.

Research in the field of urban planning has begun to recognize the importance of a strong base of cultural activity in the economic growth of communities. Richard Florida's Bohemian Index (the number of artists living in a community) and Diversity Index (the level of cultural diversity in a community) have begun to be recognized by planners and economists as important determinants of economic growth, particularly in knowledge sectors. A key priority, therefore, is to work with the arts and cultural sector to ensure its vitality and health with the goal of creating vibrant communities where people choose to live and work.

The work of the Department will expand and enhance the contributions of the sport, culture and recreation sectors to the Saskatchewan economy and the employment of its people.

Evidence shows that the sport, culture and recreation sectors have a significant impact on the financial health of the Province through employment, tourism and other expenditures. In 2001, SaskCulture estimated that approximately 18,000 people in Saskatchewan were employed in culture-related industries. This includes over 800 visual artists and craftspeople served by over

20 commercial galleries; library workers; heritage centre employees; commercial employees such as architects and graphic artists; over 40 independent publishing companies covering literary, scholarly, educational, francophone and First Nations fields; more than 33 music recording studios and over 600 jobs a year in the film industry generating $40 million a year with 37 film production companies.

The measurement of this objective so far includes only one facet of the economic contribution of sport, culture and recreation, that of the film industry. In 2005-06, CYR will be participating in a national study conducted by Statistics Canada to determine the economic impact of the cultural sector (by sub-sector). This study will establish benchmarks for further measurement. It is likely that the study will be repeated biannually and may form a mechanism for ongoing monitoring of the contribution culture makes to the economy. Measures will also be developed to gauge the economic contribution of sport and recreation sectors. Perhaps more important than the direct impact of sport, culture and recreation on Gross Domestic Product and jobs is the impact that they have on recruitment and retention of workers to the Province, without which economic growth cannot be successful. We will also be exploring the development of measures for these less direct contributions to the economy.

Key Actions for 2005-06

- The Department will complete a report that will provide better insight into the role the film industry plays in the Province's economy and will guide future decisions so that they will maximize the benefit of the film industry to the Province.
- Developers in the oil and gas sector, as well as other industrial sectors which require digging and excavation, will benefit from a streamlined regulatory process through a newly launched web-based self-screening tool which helps assess the heritage sensitivity of the area where development is to take place. The process will allow for the protection of heritage resources while limiting unnecessary impediments to economic development.
- The Province of Saskatchewan has contributed over $3.1 million to the operations of the 2005 Canada Summer Games as well as $2 million toward capital expenditures. This investment will support an anticipated $70 million injection into the local economies of Regina and Moose Jaw and the creation of upwards of 75 positions during the peak of operations.

What are we measuring?	**Where are we starting from?**
Film production volumes	$39 million *[2003-04]*

Film production volumes refers to the total production budgets of films in Saskatchewan. When film productions register in the Film Employment Tax Credit (FETC) program, they provide information about their budget, employment, and financing structure. The data is accurate, subject to independent audit, and annually available.

What are we measuring?	Where are we starting from?
Estimated film industry employment	697 Full-Time Equivalent jobs *[2003-04]*

Film industry employment tends to be itinerant in design. Workers may work anywhere from intermittently to full-time in the industry. This creates a challenge when attempting to determine employment numbers. During its 2004 review of the film industry, the Department worked with an independent consultant to develop accurate mechanisms to estimate film industry employment. Using well-established Statistics Canada multipliers and an estimated average annual salary of $35,000, the Department developed a formula to estimate the number of Full-Time Equivalent (FTE) jobs that exist in the industry. This estimate does not represent the number of people working in the industry. Indeed, because of the itinerant nature of film industry employment, those numbers are estimated to be three to four times higher than the estimate of Full-Time Equivalent jobs. The measure consists of the total Saskatchewan labour cost for film productions registered in the FETC program, multiplied by the Stats Canada multiplier of 1.96 (to estimate indirect jobs). This total is divided by an assumed $35,000 average salary to arrive at estimated FTEs.

OBJECTIVE 4 - *The identity of Saskatchewan people is informed by their knowledge of and pride in the Province's history, geography, diversity and people*

The Department supports Saskatchewan as a great place to live and work. Our accomplishments are many, and our future is bright, and yet Saskatchewan people often downplay the Province's attributes. Saskatchewan's centennial gives us a once-in-a-lifetime opportunity to change our attitude about ourselves.

Saskatchewan's centennial in 2005 is an opportunity to look in two directions at once – backwards with pride in our past accomplishments and ahead with confidence and optimism in our Province's future. Communities and organizations across the Province have been planning for this milestone year, and are celebrating Saskatchewan's centennial in a variety of ways. The strategy of Culture, Youth and Recreation has been to mobilize the energies of the people in the Province by getting them to actively create their own ideas and implement their own celebrations in ways that are unique and meaningful for them. The Province is tremendously diverse and, from Black Lake to Estevan, from Cypress Hills to Wollaston, the people of Saskatchewan will be engaged in hundreds of activities throughout the centennial year.

In addition to those local activities, the Province will also be supporting some major events. Perhaps the most important of these are the 2005 Canada Summer Games, which is an excellent vehicle by which the Province can achieve national recognition. The volunteer spirit that our Province is famous for will once again be on display as the people of Regina and surrounding area offer their time and enthusiasm in planning, organizing and staging an event to be remembered by the approximately 10,000 visitors expected to attend and enjoy the Games experience.

The former Anniversaries Secretariat began collecting polling data on provincial pride and attitude in 2002. This data collection will continue in 2005 and will provide a good indicator of the sense of pride the people of Saskatchewan have. This measure will not effectively assess citizen's knowledge of the Province's history, geography, diversity and people; nor will it effectively measure the impact this knowledge has on pride.

Public participation in heritage protection (through identifying archaeological sites and designating heritage properties) provides a limited indicator of knowledge of history. Again, this measure does not assess other facets of the objective or the connection between that knowledge and pride. Further work will be required to develop measurement strategies to assess these more complex relationships.

Key Actions for 2005-06

- The centennial will provide financial and communications support to numerous activities that will increase the pride in and knowledge of Saskatchewan's history, geography, diversity and people.
- Events, programs and activities commemorating the 100th anniversary of the establishment of the Royal Saskatchewan Museum in 2006 will be planned and launched.
- The results of a review of government policy in heritage will be published.

What are we measuring?	Where are we starting from?
The percentage of Saskatchewan residents who are aware the Province celebrates the centennial in 2005	59% of Saskatchewan residents are aware that Saskatchewan celebrates its centennial in 2005 *[2002; latest data available]*
The percentage of Saskatchewan residents who intend to participate in centennial related activities	59% of Saskatchewan residents intend to participate in centennial activities *[2002; latest data available]*
The percentage of Saskatchewan residents who believe the centennial is helping to build pride in the Province	50% of Saskatchewan residents agree that the centennial celebrations are helping to build pride in our Province *[2002; latest data available]*
The percentage of Saskatchewan residents who feel positive about the Province and its future	47% of Saskatchewan residents feel positive about the Province and its future *[2002; latest data available]*

What are we measuring?

Number of heritage properties added annually to the provincial inventory and/or formally designated (includes archaeological and palaeontological sites, as well as structures and buildings designated as Municipal and Provincial Properties)

Where are we starting from?

Archaeology sites: 20,013
[January 1, 2004]

Municipal designations: 717
[March 31, 2004]

Provincial designations: 37
[March 31, 2004]

Heritage property includes any property that is of public interest for its historical, architectural, archaeological, palaeontological, or other scientific or cultural value.

Saskatchewan's heritage resources can be a sustainable source of public education, enjoyment and use only when they are properly documented, understood, preserved and commemorated. The number of heritage properties added to the provincial inventory and/or formally designated, directly measures heritage resource identification, preservation and protection in a quantitative manner. It also measures the relative effectiveness of policies and programs to monitor and control resource loss. The only weakness is that the actual number of significant heritage resources which are lost due to land development activity, natural erosion or deliberate demolition/insensitive modification (in the case of built structures) can never be known. Therefore, the measure is not stated as a percentage of the total. Viable heritage assets, regularly recorded and monitored, are a contributing factor in the overall economic and social viability of a community and a province.

GOAL 2

Saskatchewan people have the habits and skills needed for life success

OBJECTIVE 1 *- Youth have early leadership and work experience opportunities*

Nurturing engaged, productive citizens requires input from a variety of influences over an individual's lifetime. Private, public and voluntary organizations all have a role in this process of development. When positive patterns of behaviour are established early, Saskatchewan youth are better poised to address the challenges they will encounter throughout their careers. Actions to achieve this objective ensure that youth have opportunities to develop career skills and succeed.

The proposed measure for this objective is a strong indicator of the quality of the Centennial Student Employment Program (CSEP), but does not address youth leadership and work experience opportunities more broadly. The Department will consider a more comprehensive set of measures over time.

Key Actions for 2005-06

- The CSEP will provide over 700 students with career-relevant employment in government, community-based organizations and the post-secondary sector.
- The Green Team will provide over 100 students with career-relevant employment in the environmental sector.
- The Provincial Youth Advisory Committee (PYAC) will provide 25 youth with skill development opportunities and serve as a model for youth engagement.
- The Youth Forum on Sustainability, a program of the Royal Saskatchewan Museum, will provide 80 high school students with opportunities for leading local community initiatives in environmental, cultural, and social sustainability.

What are we measuring?	**Where are we starting from?**
The percentage of students employed through the CSEP who rate the relevance of their CSEP job to their field of studies or future career goals as seven or higher, out of 10	
Does your job relate to your current field of studies?	76% of students indicated that their job did relate to their field of studies *[December 2004]*
Does your job relate to your future career goals?	80% of students indicated their job did relate to their career goals *[December 2004]*

CSEP is a significant component of the Department's focus on youth. The program was established to provide students with meaningful employment that was related to their education and/or career choices.

Factors that influence this measure include employers' treatment of individual students and the job content. The Department's primary role is to provide funding to various sectors as a job subsidy. The Department has a moderate level of influence on this measure.

OBJECTIVE 2 *- First Nations and Métis children and youth participate fully in sport, culture and recreation activities*

Both the Provincial Aboriginal Justice Reform Commission and public consultations on Government's Strategy for Métis and Off-Reserve First Nations People have identified a growing sense of urgency for the health and well-being of First Nations and Métis youth. Culture, recreation and sport programs have shown promise in minimizing and removing some of the risk factors that some of these children and youth face, and in improving physical and emotional health, family interactions, academic performance, positive lifestyle choices and successful job attachment. Both the Commission and First Nations and Métis leaders have identified sport, culture and recreation programming as a priority.

The Department is currently working with our partners in the lottery sector to study the participation patterns of First Nations and Métis people in lottery funded sport, culture and recreation activities and to develop practical strategies to improve participation.

Culture, Youth and Recreation participates in the Interprovincial Sport and Recreation Committee to collaborate on solutions to common issues across Canada. First Nations and Métis participation is on the forefront of this federal-provincial-territorial table with Saskatchewan taking the lead as the provincial co-chair in determining national priorities for First Nations and Métis participation in sport and physical activity.

At this time, the Department does not have good data on the participation levels of First Nations and Métis children and youth in sport, culture and recreation activities. As preliminary steps to developing measures, the Department is working with the lotteries sector to determine appropriate mechanisms to measure participation in lottery funded sport, culture and recreation, which is only one facet of participation. As well, the Department is participating in a series of national studies in partnership with Sport Canada, the Health Promotion Agency, and the Canadian Fitness and Lifestyle Research Institute of Canada to establish participation benchmark information.

Key Actions for 2005-06

- The Department will complete a report on the participation of First Nations and Métis children and youth in lottery-funded sport, culture and recreation, including identification of practical options to increase that participation. Included in that report will be an assessment of the Province's $5.5 million investment in the *Aboriginal Participation Initiative*, a Community Initiatives Fund centennial program designed to leave a legacy of increased participation of First Nations and Métis people in sport, culture and recreation.
- As part of its commitment to the Government of Saskatchewan in bringing the Games to the Province, the 2005 Canada Games will provide 500 volunteer opportunities for First Nations and Métis people. In addition the Canada Games will provide volunteer leadership development opportunities for volunteers from the Gordon First Nation, which will host the 2006 Saskatchewan First Nations Games in Regina.

What are we measuring?

Under development

Where are we starting from?

Under development

OBJECTIVE 3 - *Saskatchewan people understand the value of physical activity and receive mental and physical health benefits acquired through regular participation*

Physical activity is important throughout all stages of life. Regular participation in physical activity promotes healthier and more positive communities. Activity improves fitness, builds stronger bones and muscles, improves balance and increases independence within aging populations. It also contributes to the prevention of many health conditions, such as diabetes, obesity, cardiovascular disease, colon cancer, osteoporosis, and mental heath conditions such as depression.

Despite the significant contribution of physical activity to well-being, nearly half (47.8 per cent) of all Saskatchewan people over the age of 12 are not physically active enough to attain these health benefits. Saskatchewan is slightly below the national average of 51 per cent and ranks sixth across the country in terms of percentage of people who are physically active enough. Studies consistently find that physical activity declines with age and that men are generally more active than women.

One underlying objective of the Department is to see an increase in the physical activity levels of the people of Saskatchewan. In order to achieve this objective, a preliminary step is to ensure that people are motivated to pursue the benefits of physical activity. The program *in motion* is designed to ensure that people have the information and motivation to make good choices for their own physical activity. The best indicator of whether or not people have experienced a change in their understanding of the value of physical activity is a change in their physical activity behaviour. Further consideration will be given to an elaboration of this measure (to include some of the more motivational facets of physical activity) as the measurement strategy of the Department evolves.

Key Actions for 2005-06

- The Department will receive and review evaluations of *in motion*, a program designed to motivate people to become more physically active. These evaluations, which will be conducted by the program's deliverer, the Saskatchewan Parks and Recreation Association, will inform future planning and decision making about how best to achieve Saskatchewan's physical activity objective.

What are we measuring?	Where are we starting from?
Percentage of Saskatchewan people who are physically active	48% *[2003]*

In order to be considered physically active, a person must participate in one of the following activities at least three times per week:

- Endurance Activities - help heart, lungs and circulatory system stay healthy
- Flexibility Activities - help a person move easily, keeping muscles relaxed and joints mobile
- Strength Activities - help muscles and bones stay strong

GOAL 3

Programs and infrastructure are sustainable, accountable and responsive to public needs

OBJECTIVE 1 *– Sport, culture and recreation infrastructure is sustainable*

Sport, culture and recreation infrastructure is comprised of the network of organizations and individuals who develop and deliver sport, culture and recreation programs as well as the physical "bricks and mortar" facilities required to house these activities.

Given the significant number of community and voluntary organizations providing sport, culture and recreation programs and services in the Province, competition for volunteers by sport, culture and recreation organizations, and by others, will continue. Organizations must develop strong volunteer recruitment, management and recognition practices if they are to be successful. Delivery structures and strategies within sport, culture and recreation may need further examination.

Almost half of Saskatchewan's facilities were constructed in tribute to Canada's centennial in 1967 and are now at or nearing the end of their useful life. Developing an overall plan for a sustainable strategy to replace these facilities is complicated because it involves both capital investment and operating cost issues. Increasing operating costs and demographic shifts means that sustainability is a key challenge even for new facilities. As for capital investment, while these facilities are a municipal responsibility, traditionally there has been an expectation of significant cost-sharing with provincial and federal governments on large-scale capital renewal.

Measurement of this objective will be complex in that there are multiple facets to consider (both the quality and quantity of volunteer participation; the impact of volunteer participation on the sustainability of existing organizations and delivery systems in sport, culture and recreation; the viability of physical infrastructure given dramatic shifts in population within the Province; etc.).

Key Actions for 2005-06

- The Department will participate in a review process with our partners to find concrete, practical ways to better plan and manage the operation and maintenance of sport, culture and recreation facilities.
- The Department will participate in a national effort to review infrastructure needs and investigate funding alternatives to meet the physical infrastructure needs for recreation.

What are we measuring?

Under development

Where are we starting from?

Under development

For More Information

Saskatchewan Culture, Youth and Recreation depends on effective communication with its key partners in the community and within the Government to achieve its mandate. This plan offers an overview of where we are concentrating our resources, and why. You may have questions related to the information in this report, or about other programs, initiatives or issues within the jurisdiction of the Department.

For general department information, please call (306) 787-5729, e-mail us at info@cyr.gov.sk.ca or visit our website at www.cyr.gov.sk.ca. The Department also has a youth portal website at www.saskyouth.net - check it out and keep it bookmarked.

For information specific to Saskatchewan's centennial, please call 1-888-390-2005 (in Regina, call 787-2005) or visit the Saskatchewan centennial website at www.sask2005.ca, or email us at skcentennial@sasktel.net.

For information specific to Royal Saskatchewan Museum (RSM) programming, please call (306) 787-2815 or (306) 787-2816, or check the RSM website at www.royalsaskmuseum.ca. If you would like to e-mail the RSM, the e-mail address is info@royalsaskmuseum.ca.

If you have questions or would like to give us feedback on our work, please get in touch with us either through the website or by calling (306) 787-5729.